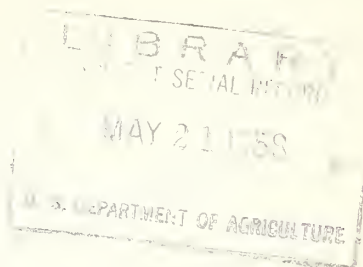


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Household Purchases of



- FLUID MILK
- NONFAT DRY MILK
- BUTTER
- MARGARINE

*by Regions and Retail Sales Outlets,
October-December 1957*

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C.
March 1958

HPD-55

PREFACE

This is one in a series of quarterly reports on household purchases of fluid milk, nonfat dry milk, butter, and margarine, by geographic regions and types of retail outlets. This series previously also contained data on household purchases of cheese. The quarterly reports supplement the monthly series, "Household Purchases of Fluid Milk, Nonfat Dry Milk, Butter, and Margarine," which provides data for the United States only.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 6,000 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946.

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF FLUID MILK, NONFAT
DRY MILK, BUTTER AND MARGARINE, BY REGIONS
AND RETAIL OUTLETS, OCTOBER-DECEMBER 1957

: The data in this report are estimates of total purchases :
: by household consumers only, and do not include consumption in :
: restaurants, hotels, hospitals, or other institutional outlets.:
: Data are for 13-week periods. :

FLUID MILK 1/

Total milk: In the 13-week period, October-December 1957, householders in the United States purchased an estimated 4,126 million quarts of fluid milk (whole and skim), an increase of 127 million quarts or about 3 percent over the comparable 1956 period. Approximately 95 percent of the total volume of fluid milk purchased for home use this quarter was whole milk, the remainder being skim milk items.

The quantity of fluid milk bought by consumers in October-December 1957 reflected gains in each of the 5 regions compared with October-December 1956 and 1954. 2/ Nearly 34 percent of all fluid milk was purchased in the Northeast; which contains about 28 percent of United States households.

The volume of fluid milk bought on a home-delivered basis--about 48 percent of total purchases--remained virtually unchanged from October-December 1956. However, there was some shift in proportions among other outlets with buying of fluid milk in chain stores during October-December 1957 up 11 percent from the level of the fourth quarter in 1956. 3/

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ The 5 regional areas are defined as follows: NORTHEAST--New England, Middle Atlantic States, and District of Columbia; NORTH CENTRAL--Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North and South Dakota, Iowa, Missouri, Nebraska, and Kansas; SOUTH--Virginia, West Virginia, North and South Carolina, Georgia, Florida, Alabama, Mississippi, Kentucky, Tennessee, Arkansas, and Louisiana; MOUNTAIN-SOUTHWEST--Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, Oklahoma, and Texas; and PACIFIC--Washington, Oregon, and California. The approximate distribution of the 1956 U. S. population is 28.4 percent in the Northeast, 29.2 percent in the North Central region, 21.6 percent in the South, 10.1 percent in the Mountain-Southwest, and 10.6 percent in the Pacific.

3/ Retail outlets are defined as follows: NATIONAL CHAINS--A&P, Kroger, and Safeway Stores; REGIONAL AND LOCAL CHAINS--Those chains having 4 or more stores (excluding national chains); INDEPENDENT GROCERIES--independently owned stores, groups of stores not in above categories, and voluntary associations of independently owned stores; HOUSE-TO-HOUSE--purchases from milkmen or other wagon salesmen; OTHER--purchases in creameries or dairy stores, roadside stands, department and speciality food stores, and from farmers.

During October-December 1957, per capita purchases of fluid milk by householders, at nearly 25 quarts, represented a 1 percent increase from the same period a year earlier. ^{4/} The most noticeable regional change occurred in the South where the rate of buying increased from $13\frac{1}{2}$ to 14 quarts per person. Per capita purchases in the first 3 quarters (April-December 1957) of the current dairy marketing year ran about $1\text{-}3\frac{3}{4}$ quarts ahead of the rate in the comparable 1956 period.

Fluid whole milk: Household purchases of fluid whole milk in October-December 1957 totaled 3,905 million quarts compared with 3,787 million quarts a year earlier, a gain of 3 percent. ^{5/} Buying of whole milk increased in all regions compared with October-December 1956. The principal gains over a year earlier--4 and 6 percent, respectively,--occurred in the Northeast and South.

The quantity of whole milk purchased in October-December 1957 in larger-than-quart containers again rose from a year earlier in all regions, while purchases in quart-size units once more declined. In the Northeast and Pacific regions purchases in quart containers amounted to more than half the total volume of whole milk bought for home use, but in the other 3 regions quart containers accounted for only 24 to 47 percent of the total.

During October-December 1957, consumers purchased the equivalent of 1,558 million quarts of whole milk in half-gallon units, up 256 million quarts or 20 percent from the same quarter in 1956. Purchases of whole milk in half-gallon containers in October-December 1957 accounted for 40 percent of the total volume bought in all containers compared with slightly more than 34 percent in the same 1956 period. About 43 percent of the total volume of whole milk bought in half-gallon containers was purchased in the North Central States where buying increased 100 million quarts or 18 percent over the October-December 1956 level. The highest percentage gains in purchases of whole milk in half-gallon containers occurred in the Northeast and South--39 and 27 percent, respectively. However, combined purchases of whole milk in half-gallon containers in these 2 regions accounted for less than 30 percent of the United States total during the fourth quarter 1957.

Householders bought about 300 million quarts or about 8 percent of their total purchases of fluid whole milk in gallon containers during October-December 1957. Substantial increases were reported in all but the North Central region. Nevertheless, 62 percent of the total volume of whole milk bought in gallon-size units was purchased in the North Central States in the fourth quarter 1957. This reflected a loss of 8 percentage points in the proportion of total purchases of gallons bought in the North Central region since October-December 1956.

^{4/} Per capita purchases are based on total civilian, noninstitutional population.

^{5/} Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

United States consumers purchased 2,040 million quarts of whole milk (52 percent of total purchases in all containers) for home use in quart-size units in the fourth quarter 1957 or 8 percent less than in October-December 1956. All regions registered losses from fourth quarter 1956 levels with declines ranging from 3 percent in the Northeast to 26 percent in the Mountain-Southwest.

More than 53 percent of the total volume of whole milk bought in quart containers was purchased by Northeastern consumers. In that region purchases in quart containers declined from 86 percent of total purchases in October-December 1956 to 80 percent in the comparable 1957 period. In the Pacific States, the only other region where buying in quarts exceeded half of the total volume of whole milk purchased, the proportion declined from 59 to 55 percent.

The dominant position of home deliveries as a consumer outlet for fluid whole milk was slightly weaker in October-December 1957 than a year earlier. Home deliveries of whole milk, source of 48 percent of total purchases in the fourth quarter 1957, remained unchanged in volume while buying increased in other types of retail sales outlets over the comparable 13-week period in 1956.

Almost 2 of every 3 quarts of whole milk purchased for home use in chain and dairy stores in October-December 1957 were bought in larger-than-quart-size containers. In contrast, less than one-third of all whole milk purchased on a home-delivered basis was in the larger containers. In all retail sales outlets, householders obtained a larger share of their total purchases of whole milk in gallon and half-gallon containers than in the corresponding 1956 period.

Householders in this survey paid an average of 23.7 cents per quart for whole milk during October-December 1957, up 0.6 cent from a year earlier. The lowest price paid, 21.1 cents per quart and unchanged from October-December 1956, was reported in the North Central States. Consumers in the Northeast not only paid the highest average price in October-December of 1957 and 1956, (26.1 cents per quart compared with 24.8 cents) but, also reported the greatest price advance. During the fourth quarter 1957, prices paid for whole milk in quart-size containers averaged 25.4 cents per quart, up 1 cent from a year earlier. Prices paid for purchases made in half-gallon and gallon containers advanced slightly from the October-December 1956 levels to 22.4 cents and 19.2 cents per quart equivalent, respectively.

Fluid skim milk: United States consumers bought 220 million quarts of fluid skim milk for home use during October-December 1957, a gain of about 4 percent from the comparable 13-week period in 1956. ^{6/} Increased buying in the North Central States was responsible for most of the gain. The Northeast was the only region in which the purchase volume declined, down about 10 percent from the last quarter of 1956. In October-December 1957, per capita

^{6/} Fluid skim milk includes skim, fortified skim, buttermilk, and flavored skim drinks.

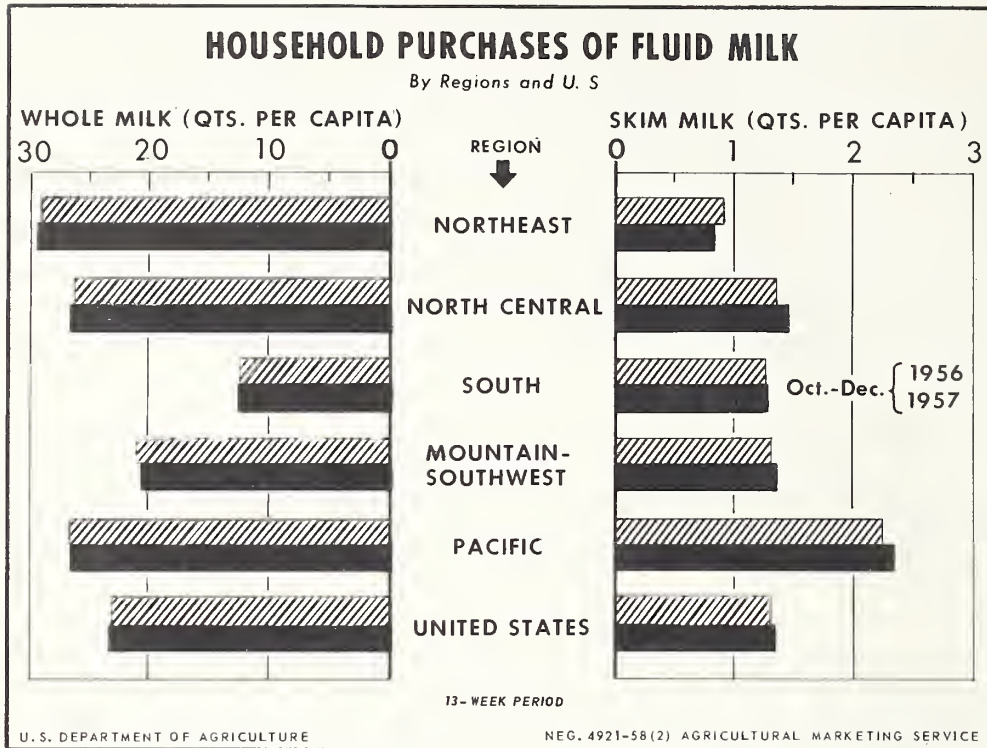


Figure 1

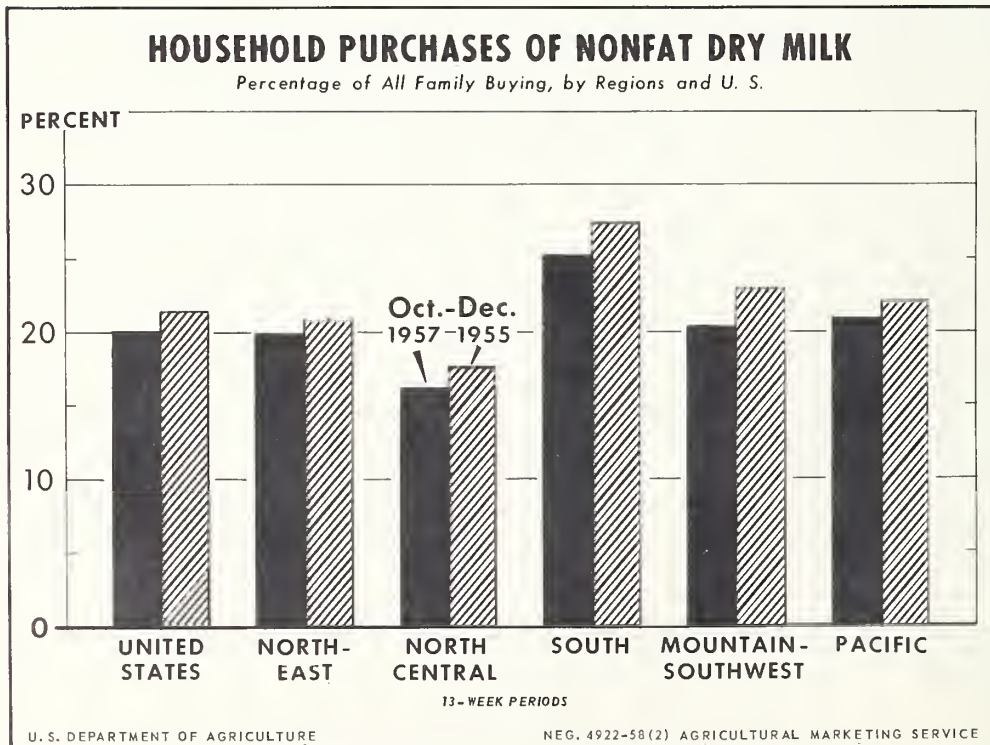


Figure 2

purchases ranged from less than a quart in the Northeast to 2-1/3 quarts in the Pacific region. Per capita purchases in the Northeast declined from the fourth quarter rate of a year earlier; the other 4 regions showed gains in per capita purchases of skim milk items.

About 7 of every 10 quarts of fluid skim milk was purchased on a home-delivered basis or at an independent grocery store in October-December 1957; buying at chain stores accounted for nearly one-fourth of the purchase volume, with "other" outlets (principally dairy stores) the remainder.

Nationally, the volume of skim milk purchased in October-December 1957 rose from the 1956 level in all types of containers. Increased purchases of skim milk in gallon containers were restricted to the South (where 60 percent of this size was bought) and to the Mountain-Southwest.

Purchases of skim milk in half-gallons rose nearly 9 percent to 48 million quarts in October-December 1957. Sharp gains in the use of the half-gallon container were recorded in the important North Central States and in the Pacific region, but in the remaining regions buying fell off.

About 166 million quarts of fluid skim milk were purchased in quart-size containers in the fourth quarter 1957, up slightly from a year earlier. The principal increase occurred in the Mountain-Southwest, with smaller increases in the North Central and Pacific States. Minor losses were recorded in the Northeast and South.

Consumers paid an average of 19.6 cents per quart for skim milk in October-December 1957 compared with 19.3 cents a year earlier. Price advances were recorded in all regions except the South. Among retail sales outlets, price advances from the level of October-December 1956 were restricted to independent store purchases and home deliveries of skim milk. The average price paid for skim milk in gallon containers--12.4 cents per quart during October-December 1957--reflected a slight decrease from a year earlier, but purchases in half-gallons at 17.7 cents per quart and in quarts at 20.4 cents were up 0.3 to 0.4 cent from the 1956 level.

NONFAT DRY MILK

Consumer purchases of nonfat dry milk totaled 44.9 million pounds in October-December 1957, a gain of 11 percent from the comparable 1955 quarter. Most of the gain occurred in the North Central and Northeast regions where the combined volume of nonfat dry milk bought grew from less than 43 percent to more than 47 percent of U. S. total purchases over the 2-year span. Per capita buying rose 18 percent in the Northeast and 23 percent in the North Central States. The South, which continued to be the most important region volume-wise, scored modest gains in both total and per capita buying over the comparable 1955 level.

The substantial gain in purchases of nonfat dry milk occurred despite a decline in all regions in the proportion of families buying this product. About

20 percent of all families purchased nonfat dry milk in the fourth quarter 1957, down 1.5 percentage points from the same 13-week period in 1955. Regionally, the proportion of buying families ranged from 16 percent in the North Central States to 25 percent in the South.

Buying families increased their purchases of nonfat dry milk from about 61 ounces in the fourth quarter 1955 to 71 ounces in the corresponding 13-weeks in 1957. Again, the principal gains occurred in the North Central and the Northeastern States where the quantity purchased per buying family rose an average of 36 and 23 percent, respectively, in 2 years.

Almost 7 of every 10 pounds of nonfat dry milk were purchased in chain stores during October-December 1957, with the volume about equally divided between national and regional-local chains. In comparison with the same quarter in 1955, purchases of nonfat dry milk in 1957 rose 31 percent in national chains and nearly 7 percent in regional and local chains but declined slightly in independents.

Consumers paid more, on the average, for nonfat dry milk in the fourth quarter 1957 than in the corresponding period in 1955 in all regions and retail sales outlets. The average price of nonfat dry milk in October-December 1957 was 41.2 cents per pound for all sizes of purchases, up nearly 2 cents from October-December 1955. Householders who bought nonfat dry milk in October-December 1957 paid an average of 39 cents per pound in national chains, 41.5 cents in regional and local chains, and 43.2 cents in independent grocery stores.

BUTTER

In October-December 1957, householders bought nearly 224 million pounds of butter, virtually the same as in the corresponding 13-week period in 1956. Regional purchases were characterized by record buying in the South, up 7 percent from fourth quarter 1956, but a 17 percent decline was registered in the Pacific States. In the remaining regions little change took place.

United States household consumers bought an average of 1-1/3 pounds of butter per person in the fourth quarter 1957, down about 2 percent from a year earlier. Regional per capita purchases ranged from 0.43 pound in the South to nearly 2 pounds in the North Central States.

During October-December 1957 household consumers made nearly two-thirds of their butter purchases in regional-local chains and independent stores, with the volume about equally divided between the 2 outlets. The quantity bought in these 2 outlets was virtually unchanged from a year earlier. The principal change in butter buying occurred in house-to-house deliveries where purchases declined from about 12 million pounds in October-December 1956 to less than 8 million pounds a year later. Buying increased 10 percent in "other" outlets and 2 percent in national chain stores.

Average prices paid by householders for butter in October-December 1957 were higher in all regions and in all retail sales outlets than in any

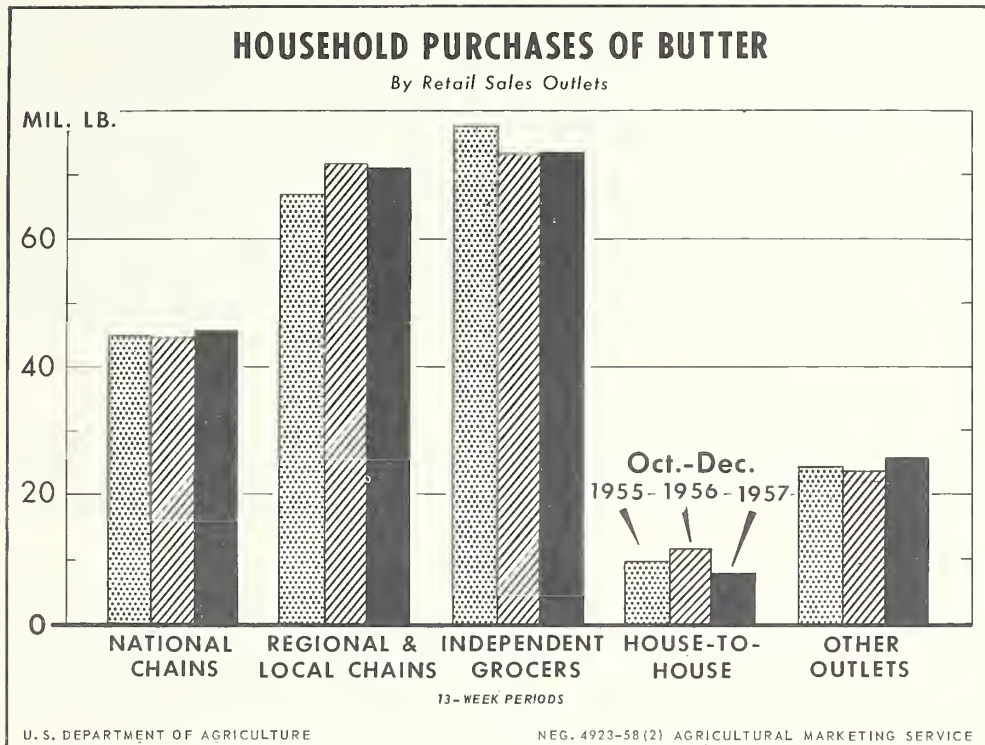


Figure 3

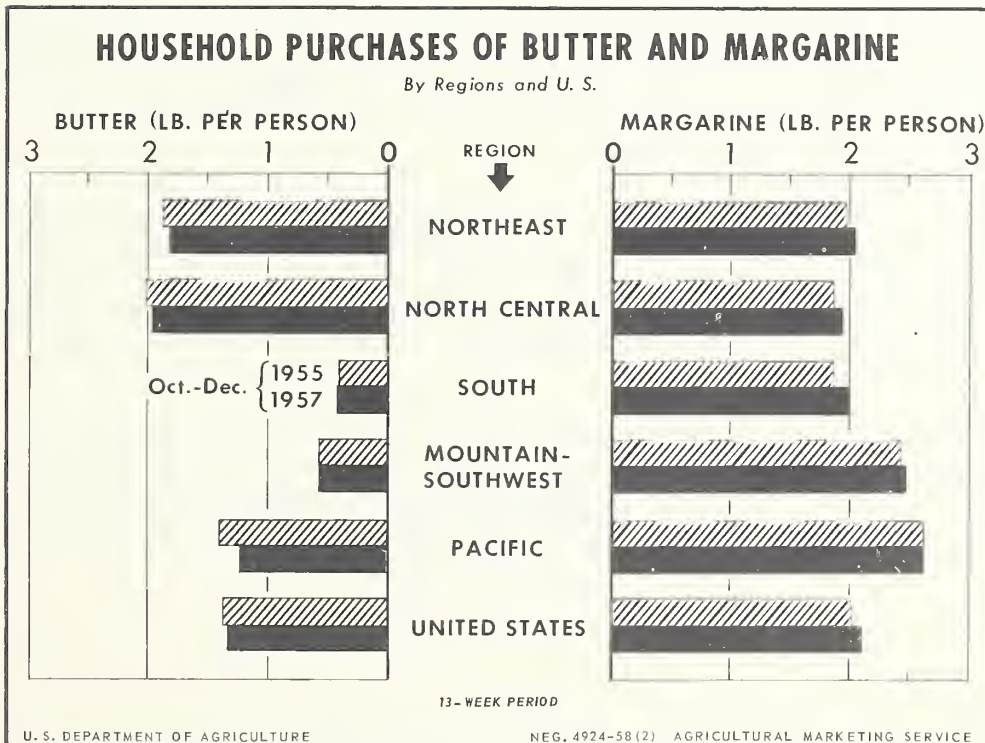


Figure 4

corresponding quarter in this series. A sharp price advance, from 68 cents to 74 cents per pound in October-December 1957, was associated with substantial losses in both total and per capita buying in the Pacific region. Nationally, the average price paid for butter in the fourth quarter 1957 rose 0.8 cent to 71.5 cents per pound from the corresponding quarter in 1956, with a maximum advance of 1.2 cents per pound in regions other than the Pacific. Butter prices paid by consumers in retail outlets varied from nearly 69 cents per pound in "other" (mostly dairy) stores to 74 cents on a home-delivered basis. The principal price rise, 2.4 cents per pound occurred in "other" outlets. In the remaining 4 types of outlets, average price increases did not exceed 1 cent per pound in October-December 1957 compared with the same 1956 period.

MARGARINE

Total consumer purchases of margarine for home use reached a record 350 million pounds in October-December 1957, up nearly 8 percent from the comparable 1955 period. Total and per capita purchases, rose in all regions from the level of 2 years earlier.

Regionally, purchases of margarine in the fourth quarter 1957 were at new highs for this series in all but the Mountain-Southwest. Gains since October-December 1955 ranged from 6 percent in the North Central and Mountain-Southwest regions to 10 percent in the South. About 53 percent of all margarine was purchased in the Northeast and North Central States.

Per capita purchases of margarine in the fourth quarter 1957, up 4 percent nationally from 2 years earlier, reflected gains in all regions, from a negligible increase in the Pacific to nearly 8 percent in the South. United States householders bought slightly more than 2 pounds of margarine per person in October-December 1957--about 2 pounds in the Northeastern, North Central and Southern regions and roughly $2\frac{1}{2}$ pounds per capita in the Mountain-Southwest and Pacific States. The smallest gain in per capita buying of margarine occurred in the Pacific States where the principal loss in per capita butter purchases over the 2-year span also occurred.

Household consumer buying of the 2 "table spreads" (butter and margarine) amounted to 3.9 pounds per person in the Northeast, North Central, and Pacific States, 3.0 pounds in the Mountain-Southwest, and 2.4 pounds per person in the South. About 82 percent of per capita purchases of the 2 "table spreads" in the South consisted of margarine compared with 50 percent in the North Central States in October-December 1957.

Household purchases of margarine October-December 1957 scored gains over the comparable 13-week period in 1955 in all retail sales outlets except independent stores. The major increase--21 percent--was registered in regional-local chains where the volume bought for home use rose from 33 to 37 percent of total purchases from the fourth quarter of 1955.

Householders paid 26.1 cents per pound for margarine in October-December 1957 compared with 24.7 cents in the fourth quarter 1955. Prices ranged from 24.1 cents in the Pacific to 27.3 cents in the Northeast. Advances of nearly 2 cents per pound prevailed in the North Central and Pacific States over October-December 1955. Consumers again reported paying the lowest prices for margarine and buying more per purchase in national chain stores. The price paid for margarine at national chains averaged 24.6 cents per pound in October-December 1957, up 1.6 cents from 2 years earlier. Average prices paid at regional and local chains--25.5 cents per pound--and at independents--27.7 cents--reflected advances of 1.7 cents and 1.3 cents, respectively, from October-December 1955.

Table 1.--Fluid milk: Household purchases per capita in quart equivalents, U. S. and by regions, 13-week periods

Quarter	Total fluid milk								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	23.92	23.02	22.66	29.59	29.31	29.53	26.80	26.16	25.28
July-Sept.....	23.90	23.30	22.38	29.51	28.60	28.28	26.83	26.31	25.10
Oct.-Dec.....	24.79	24.53	23.71	30.40	30.13	30.36	27.90	27.52	26.63
Jan.-Mar.....		24.63	23.87		30.01	30.23		27.94	27.18
	Fluid whole milk								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	22.55	21.67	21.53	28.56	28.39	28.65	25.36	24.72	24.21
July-Sept.....	22.54	22.00	21.18	28.66	27.66	27.31	25.39	24.93	23.89
Oct.-Dec.....	23.47	23.23	22.59	29.59	29.21	29.52	26.43	26.17	25.55
Jan.-Mar.....		23.25	22.69		28.93	29.44		26.51	25.93
	Fluid skim milk								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	1.37	1.35	1.13	1.03	.92	.83	1.44	1.44	1.07
July-Sept.....	1.36	1.30	1.20	.85	.94	.97	1.44	1.33	1.21
Oct.-Dec.....	1.32	1.30	1.12	.81	.92	.84	1.47	1.35	1.08
Jan.-Mar.....		1.33	1.18		1.03	.79		1.43	1.20

-Continued

Table 1.--Fluid milk: Household purchases per capita in quart equivalents, U. S. and by regions, 13-week periods (continued)

Quarter	Total fluid milk								
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	13.13	11.88	11.51	20.89	19.73	18.97	28.95	27.37	27.11
July-Sept.....	13.31	12.72	12.02	21.04	21.13	18.53	28.23	27.54	27.26
Oct.-Dec.....	14.02	13.54	12.48	21.93	22.15	20.13	29.06	29.07	27.69
Jan.-Mar.....		13.71	12.41		21.67	21.22		29.12	27.83
	Fluid whole milk								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	11.89	10.62	10.50	19.53	18.38	17.79	26.54	24.92	24.90
July-Sept.....	12.05	11.52	10.91	19.45	19.77	17.36	25.73	25.21	25.17
Oct.-Dec.....	12.74	12.27	11.33	20.54	20.84	18.98	26.72	26.81	25.77
Jan.-Mar.....		12.42	11.30		20.19	19.83		26.88	25.69
	Fluid skim milk								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	1.24	1.26	1.01	1.36	1.35	1.18	2.41	2.45	2.21
July-Sept.....	1.26	1.20	1.11	1.59	1.36	1.17	2.50	2.33	2.09
Oct.-Dec.....	1.28	1.27	1.15	1.39	1.31	1.15	2.34	2.26	1.92
Jan.-Mar.....		1.29	1.11		1.48	1.39		2.24	2.14

Table 2.--Fluid whole milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	3,726	3,516	3,400	1,282	1,251	1,225	1,195	1,140	1,091
July-Sept.....	3,741	3,555	3,370	1,296	1,221	1,188	1,196	1,149	1,080
Oct.-Dec.....	3,905	3,787	3,621	1,358	1,306	1,292	1,237	1,214	1,173
Jan.-Mar.....		3,820	3,639		1,304	1,280		1,243	1,185
		14,678	14,030		5,082	4,985		4,746	4,529
	South			Mountain-Southwest			Pacific		
Apr.-June.....	467	417	398	333	309	290	449	399	396
July-Sept.....	472	444	413	338	321	292	438	420	397
Oct.-Dec.....	504	475	431	351	346	318	455	447	407
Jan.-Mar.....		481	441		340	324		453	409
Total		1,817	1,683		1,316	1,224		1,719	1,609

Table 3.--Fluid whole milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.9	22.3	21.7	24.7	23.5	23.2	20.7	20.6	19.5
July-Sept.....	23.2	22.7	22.0	25.2	24.1	23.8	20.9	20.8	19.7
Oct.-Dec.....	23.7	23.1	22.4	26.1	24.8	24.3	21.1	21.1	20.0
Jan.-Mar.....		23.3	22.2		25.1	24.2		21.1	19.8
	South			Mountain-Southwest			Pacific		
Apr.-June.....	24.5	24.1	23.6	23.2	22.8	22.2	21.8	20.9	21.0
July-Sept.....	24.6	24.4	23.5	23.4	23.4	22.4	21.9	21.1	20.9
Oct.-Dec.....	24.9	24.6	23.9	23.4	23.7	22.7	22.5	21.8	20.8
Jan.-Mar.....		24.6	23.9		23.8	22.8		22.0	20.7

Table 4.--Fluid whole milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	267	226	207	419	368	296	940	906	1,016
July-Sept.....	281	231	193	446	385	283	959	928	1,025
Oct.-Dec.....	288	261	211	476	427	314	992	956	1,057
Jan.-Mar.....		258	237		436	320		965	1,052
Total		976	848		1,616	1,213		3,755	4,150
	House-to-house			All other outlets					
Apr.-June.....	1,843		1,774	1,691		257	242		190
July-Sept.....	1,793		1,753	1,660		262	258		209
Oct.-Dec.....	1,870		1,878	1,816		279	264		223
Jan.-Mar.....			1,907	1,811			254		219
Total			7,312	6,978			1,018		841

Table 5.--Fluid whole milk: Prices paid by householders per quart equivalent by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.1	21.4	21.0	22.1	21.5	21.0	22.5	22.1	21.4
July-Sept.....	22.5	21.8	21.4	22.5	22.1	21.3	22.8	22.4	21.8
Oct.-Dec.....	23.0	22.5	22.0	23.1	22.5	21.8	23.3	22.9	22.1
Jan.-Mar.....		22.7	21.8		22.5	21.7		22.9	21.9
	House-to-house			All other outlets					
Apr.-June.....	24.0		23.1	22.5		19.0	18.7		18.7
July-Sept.....	24.3		23.6	22.7		19.2	18.9		18.9
Oct.-Dec.....	24.8		24.1	23.0		19.3	19.3		19.0
Jan.-Mar.....			24.2	22.9			19.4		19.0

Table 6.--Fluid whole milk: Household purchases, U. S. and by regions, by size of container, 13-week periods

Quarter	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	264.5	234.0	193.9	26.0	16.8	8.5	170.4	165.0	147.9
July-Sept.....	273.3	241.0	183.0	36.0	19.9	6.5	175.7	170.7	139.8
Oct.-Dec.....	299.7	266.1	210.1	44.0	23.9	9.2	186.3	186.4	160.4
Jan.-Mar.....		263.7	233.3		23.8	9.5		175.8	178.5
Total		1,004.8	820.3		84.4	33.7		697.9	626.6
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	1,368.8	1,063.6	660.5	187.4	109.4	28.7	595.3	503.4	367.3
July-Sept.....	1,460.5	1,168.0	682.4	217.9	127.4	29.8	632.1	527.3	374.4
Oct.-Dec.....	1,557.6	1,301.6	778.7	223.5	161.0	32.2	669.9	570.0	423.0
Jan.-Mar.....		1,358.1	834.1		172.2	40.1		603.0	444.2
Total		4,891.3	2,955.7		570.0	130.8		2,203.7	1,608.9
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	2,087.5	2,215.3	2,544.4	1,064.9	1,122.7	1,187.5	428.3	471.5	574.9
July-Sept.....	1,998.7	2,143.7	2,502.9	1,037.2	1,071.8	1,151.6	386.8	450.8	565.2
Oct.-Dec.....	2,040.0	2,216.7	2,629.1	1,087.0	1,119.9	1,250.3	378.7	456.7	589.2
Jan.-Mar.....		2,194.9	2,568.1		1,106.2	1,230.7		463.0	561.7
Total		8,770.6	10,244.5		4,420.6	4,820.1		1,842.0	2,291.0
	Gallon size								
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	28.0	17.3	10.4	23.3	22.5	18.3	16.8	12.4	8.8
July-Sept.....	25.7	19.1	10.2	20.6	19.6	17.1	15.3	11.7	9.4
Oct.-Dec.....	26.7	22.9	10.4	24.0	20.0	20.7	18.7	12.9	9.4
Jan.-Mar.....		24.9	15.3		24.0	21.7		15.2	8.3
Total		84.2	46.3		86.1	77.8		52.2	35.9
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	198.7	146.2	53.3	215.8	183.3	126.5	171.6	121.3	84.7
July-Sept.....	209.3	168.8	65.8	226.5	194.2	131.4	174.7	150.3	81.0
Oct.-Dec.....	238.1	187.9	85.4	242.4	212.7	144.7	183.7	170.0	93.4
Jan.-Mar.....		196.6	89.2		214.7	155.8		171.6	104.8
Total		699.5	293.7		804.9	558.4		613.2	363.9
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	240.0	252.8	334.3	94.0	102.7	145.1	260.3	265.6	302.6
July-Sept.....	236.4	256.0	336.4	90.8	106.9	143.3	247.5	258.2	306.4
Oct.-Dec.....	239.2	263.8	334.0	83.1	113.0	152.3	252.0	263.3	303.3
Jan.-Mar.....		258.9	334.1		100.7	146.5		266.1	295.1
Total		1,031.5	1,338.8		423.3	587.2		1,053.2	1,207.4

Table 7.--Fluid whole milk: Prices paid by householders, U. S. and by regions, by size of container, 13-week periods (per quart equivalent)

Quarter	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.4	18.3	17.0	17.2	15.4	14.1	18.6	18.8	17.2
July-Sept.....	18.8	18.4	17.1	18.4	16.8	14.9	18.8	18.7	17.3
Oct.-Dec.....	19.2	18.6	17.8	19.9	17.5	15.1	19.0	18.9	17.9
Jan.-Mar.....		18.8	17.8		18.1	14.1		18.9	17.9
	Half-gallon size								
Apr.-June.....	21.7	21.2	19.9	22.9	21.5	20.8	20.2	20.1	18.9
July-Sept.....	22.0	21.5	20.1	23.6	22.0	21.4	20.5	20.4	19.1
Oct.-Dec.....	22.4	22.0	20.6	24.6	23.3	22.2	20.8	20.7	19.6
Jan.-Mar.....		22.1	20.5		23.9	22.0		20.5	19.3
	Quart size								
Apr.-June.....	24.3	23.3	22.5	25.2	23.9	23.3	22.4	21.8	20.5
July-Sept.....	24.7	23.7	22.9	25.8	24.5	23.9	22.4	22.1	20.8
Oct.-Dec.....	25.4	24.4	23.2	26.7	25.2	24.5	22.7	22.6	20.9
Jan.-Mar.....		24.5	23.2		25.5	24.3		22.6	20.8
	Gallon size								
	South			Mountain-Southwest			Pacific		
Apr.-June.....	17.7	17.6	15.8	19.5	18.5	18.4	18.3	16.8	15.4
July-Sept.....	18.9	17.2	14.7	19.9	19.3	18.7	18.9	17.9	15.2
Oct.-Dec.....	19.5	17.6	19.9	20.2	18.8	18.6	18.8	17.6	15.0
Jan.-Mar.....		18.1	18.2		20.0	18.7		17.9	16.3
	Half-gallon size								
Apr.-June.....	23.9	22.9	21.3	23.2	23.2	21.9	21.2	20.1	20.0
July-Sept.....	24.1	23.4	21.1	23.4	23.6	22.2	21.3	20.3	20.0
Oct.-Dec.....	24.2	23.7	21.6	23.3	23.9	22.8	21.9	21.1	19.9
Jan.-Mar.....		23.9	21.8		24.0	22.9		21.3	19.9
	Quart size								
Apr.-June.....	25.9	25.2	24.2	24.0	23.1	22.9	22.5	21.5	21.4
July-Sept.....	25.8	25.6	24.2	24.3	23.8	23.0	22.6	21.7	21.3
Oct.-Dec.....	26.1	25.8	24.6	24.5	24.2	23.2	23.2	22.5	21.3
Jan.-Mar.....		25.8	24.7		24.3	23.2		22.7	21.1

Table 8.--Fluid whole milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	8.9	8.1	12.7	32.9	23.8	19.8	78.8	62.9	79.2
July-Sept.....	8.3	9.4	9.3	34.1	25.0	16.6	83.8	69.2	74.9
Oct.-Dec.....	11.3	10.9	10.7	36.5	29.9	18.3	95.8	77.6	80.8
Jan.-Mar.....		7.5	13.1		31.7	19.8		78.1	89.3
Total		35.9	45.8		110.4	74.5		287.8	324.2
Quarter	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	163.3	123.9	75.1	221.2	163.9	87.8	444.6	365.4	244.5
July-Sept.....	178.2	134.0	75.4	249.6	179.0	91.3	453.1	409.4	253.7
Oct.-Dec.....	179.9	152.7	81.2	273.8	208.5	101.4	481.4	436.8	293.8
Jan.-Mar.....		158.2	92.3		220.1	106.3		449.2	321.8
Total		568.8	324.0		771.5	386.8		1,660.8	1,113.8
Quarter	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	94.4	93.8	119.2	165.3	180.3	188.1	416.5	477.2	691.3
July-Sept.....	94.1	87.8	108.7	162.4	181.1	175.4	422.0	449.0	695.2
Oct.-Dec.....	96.9	97.8	119.3	166.0	188.1	193.8	414.9	441.7	681.8
Jan.-Mar.....		92.2	131.4		184.5	193.5		437.7	640.9
Total		371.6	478.6		734.0	750.8		1,805.6	2,709.2
Quarter	Gallon size								
	House-to-house			All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	83.7	87.9	49.3	60.2	51.3	32.9			
July-Sept.....	87.2	82.8	49.4	59.9	54.6	32.8			
Oct.-Dec.....	89.4	92.0	60.4	66.7	55.7	39.9			
Jan.-Mar.....		91.3	75.1		55.1	36.0			
Total		354.0	234.2		216.7	141.6			
Quarter	Half-gallon								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	446.9	328.4	207.9	92.8	82.0	45.2			
July-Sept.....	475.8	354.5	206.9	103.8	91.1	55.1			
Oct.-Dec.....	513.3	407.3	235.0	109.2	96.3	67.3			
Jan.-Mar.....		439.7	246.5		90.9	67.2			
Total		1,529.9	896.3		360.3	234.8			
Quarter	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	1,311.5	1,357.8	1,433.8	99.8	106.2	112.0			
July-Sept.....	1,227.2	1,315.4	1,403.2	93.0	110.4	120.4			
Oct.-Dec.....	1,266.0	1,378.7	1,519.3	96.2	110.4	114.9			
Jan.-Mar.....		1,375.8	1,489.0		104.7	113.3			
Total		5,427.7	5,845.3		431.7	460.6			

Table 9.--Fluid whole milk: Prices paid by householders, by retail outlets, by size of container, 13-week period (per quart equivalent)

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.3	16.5	17.1	17.7	16.8	16.7	18.3	18.1	16.7
July-Sept.....	18.6	17.7	17.8	18.8	17.4	16.8	18.5	18.5	16.7
Oct.-Dec.....	18.9	18.7	18.0	19.8	18.1	17.7	19.0	18.5	17.4
Jan.-Mar.....		18.5	17.9		18.4	17.7		18.5	17.4
Half-gallon size									
Apr.-June.....	21.3	20.9	19.7	21.4	20.9	19.6	21.7	21.5	20.0
July-Sept.....	21.7	21.2	19.9	21.9	21.5	19.9	22.0	21.8	20.3
Oct.-Dec.....	22.0	21.7	20.6	22.3	21.8	20.5	22.5	22.2	20.8
Jan.-Mar.....		21.9	20.3		21.8	20.3		22.2	20.6
Quart size									
Apr.-June.....	23.9	22.5	22.2	23.7	22.7	22.1	24.1	23.2	22.4
July-Sept.....	24.5	23.3	22.8	24.1	23.3	22.5	24.5	23.6	22.9
Oct.-Dec.....	25.3	24.2	23.4	25.0	23.9	22.9	25.2	24.2	23.3
Jan.-Mar.....		24.5	23.1		24.0	22.8		24.4	23.2
Gallon size									
House-to-house				All other outlets					
	1957-58	1956-57	1954-55		1957-58	1956-57		1954-55	
Apr.-June.....	20.5	20.2	19.2		16.1	16.2		14.7	
July-Sept.....	20.6	20.1	19.0		16.7	16.5		15.0	
Oct.-Dec.....	20.9	20.1	20.0		17.2	16.4		15.4	
Jan.-Mar.....		20.4	19.3			16.7		15.8	
Half-gallon size									
Apr.-June.....	22.6	21.9	20.6		18.7	18.0		17.7	
July-Sept.....	22.9	22.4	20.7		18.9	17.8		17.7	
Oct.-Dec.....	23.2	22.8	21.1		19.1	18.6		18.1	
Jan.-Mar.....		22.9	21.0			18.7		17.9	
Quart size									
Apr.-June.....	24.8	23.6	22.9		21.0	20.5		20.3	
July-Sept.....	25.1	24.1	23.1		21.4	20.9		20.5	
Oct.-Dec.....	25.8	24.7	23.4		21.4	21.3		20.7	
Jan.-Mar.....		24.9	23.4			21.4		20.6	

Table 10.--Fluid skim milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	226	219	179	46	41	38	68	67	48
July-Sept.....	226	210	191	38	42	42	68	61	54
Oct.-Dec.....	220	212	180	37	41	37	69	62	50
Jan.-Mar.....		226	190		46	35		67	55
Total		867	740		170	152		257	207
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	48	49	39	23	23	19	41	39	35
July-Sept.....	50	46	42	28	22	20	42	39	33
Oct.-Dec.....	50	49	44	24	22	19	40	38	30
Jan.-Mar.....		50	43		25	23		38	34
Total		194	168		92	81		154	132

Table 11.--Fluid skim milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	19.0	18.5	18.5	20.7	19.6	20.1	19.5	19.4	18.5
July-Sept.....	19.0	18.8	18.9	21.3	20.3	20.8	19.4	19.6	18.6
Oct.-Dec.....	19.6	19.3	18.9	22.7	21.0	20.8	20.0	19.8	19.0
Jan.-Mar.....		19.4	18.6		21.2	20.7		19.7	18.7
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	19.4	18.8	18.7	19.5	19.2	18.7	15.5	15.0	16.4
July-Sept.....	19.1	19.2	18.2	19.4	19.3	19.4	15.7	15.1	17.3
Oct.-Dec.....	19.3	19.6	18.5	20.8	19.8	20.3	15.9	15.7	16.2
Jan.-Mar.....		19.8	18.4		19.7	20.0		15.7	15.6

Table 12.--Fluid skim milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	19	17	13	38	32	19	51	54	56
July-Sept.....	21	18	14	38	32	21	52	49	59
Oct.-Dec.....	20	18	15	34	32	18	52	47	56
Jan.-Mar.....		18	16		37	20		52	60
Total		71	58		133	78		202	231
	House-to-house				All other outlets				
Apr.-June.....		103	101	81		15	14	10	
July-Sept.....		100	100	84		14	10	13	
Oct.-Dec.....		102	102	78		12	13	13	
Jan.-Mar.....			106	78			13	16	
Total			409	321			50	52	

Table 13.--Fluid skim milk: Prices paid by householders per quart equivalent, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.5	17.7	18.0	17.8	17.1	17.4	19.4	18.8	18.7
July-Sept.....	18.2	18.1	18.6	17.6	17.8	17.4	19.8	18.9	19.5
Oct.-Dec.....	18.7	18.9	18.7	18.4	18.4	18.2	20.5	19.6	19.1
Jan.-Mar.....		18.9	17.7		18.3	17.7		19.8	19.0
	House-to-house				All other outlets				
Apr.-June.....		19.9	19.4	19.2		14.9	14.8	15.0	
July-Sept.....		19.9	19.6	19.4		14.5	14.7	14.5	
Oct.-Dec.....		20.4	20.0	19.5		14.2	14.8	15.6	
Jan.-Mar.....			20.0	19.3			15.8	15.6	

Table 14--Fluid skim milk: Household purchases, U. S. and by regions, by size of container, 13-week periods

	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	7.4	8.1	7.1	1.2	0.9	0.8	1.8	2.7	2.2
July-Sept.....	8.4	6.4	8.7	1.7	1.1	.9	2.0	2.8	3.1
Oct.-Dec.....	6.5	6.1	5.9	.8	1.1	.3	.6	2.3	2.1
Jan.-Mar.....		6.5	6.3		1.1	1.1		1.3	1.8
Total		27.1	28.0		4.2	3.1		9.1	9.2
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	45.5	40.9	14.2	1.0	0.7	1.0	16.8	12.0	3.4
July-Sept.....	45.7	41.4	16.4	1.1	1.1	1.1	15.8	10.9	3.6
Oct.-Dec.....	47.9	44.1	15.0	.6	1.4	.4	20.0	14.3	1.9
Jan.-Mar.....		47.3	21.7		.8	.2		16.7	3.2
Total		173.7	67.3		4.0	2.7		53.9	12.1
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	172.9	169.2	157.2	43.8	39.1	36.0	48.9	51.6	42.5
July-Sept.....	171.1	161.5	165.4	35.5	39.4	40.0	49.7	47.2	47.6
Oct.-Dec.....	165.5	161.5	158.4	35.8	38.6	35.8	48.0	45.7	45.6
Jan.-Mar.....		172.2	161.1		44.3	32.9		49.3	49.9
Total		664.4	642.1		161.4	144.7		193.8	185.6
	Gallon size								
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	3.1	3.1	1.9	1.1	1.3	1.9	0.2	0.1	0.3
July-Sept.....	3.3	2.1	3.3	1.4	.4	1.4	1/	1/	--
Oct.-Dec.....	3.9	1.8	2.2	1.2	.7	1.1	---	.2	.2
Jan.-Mar.....		2.8	1.9		1.0	1.5		.3	--
Total		9.8	9.3		3.4	5.9		.6	.5
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	11.2	11.1	3.1	9.6	9.1	3.2	6.9	8.0	3.5
July-Sept.....	11.1	11.7	4.5	9.5	10.4	3.9	8.2	7.3	3.3
Oct.-Dec.....	12.6	12.7	4.9	6.9	10.0	4.7	7.8	5.7	3.1
Jan.-Mar.....		13.8	5.9		10.1	7.2		5.9	5.2
Total		49.3	18.4		39.6	19.0		26.9	15.1
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	34.1	35.0	33.1	12.5	12.3	14.2	33.6	31.2	31.4
July-Sept.....	35.0	32.0	33.8	16.7	11.3	14.3	34.2	31.4	29.7
Oct.-Dec.....	34.1	34.4	36.6	15.6	11.1	13.5	32.0	31.7	26.9
Jan.-Mar.....		33.4	35.4		13.7	14.1		31.5	28.8
Total		134.8	138.9		48.4	56.1		125.8	116.8

1/ Less than .1

Table 15.--Fluid skim milk: Prices paid by householders, U. S. and by regions, by size of container, 13-week periods (per quart equivalent)

Quarter	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	10.5	11.3	10.9	1/	1/	1/	7.6	10.5	10.5
July-Sept.....	10.6	11.2	9.3	1/	1/	1/	6.9	10.3	8.4
Oct.-Dec.....	12.4	12.6	11.5	1/	1/	1/	15.5	13.5	12.0
Jan.-Mar.....		12.3	11.8		1/	1/		8.7	11.6
Half-gallon size									
Apr.-June.....	17.3	16.5	15.7	18.4	12.3	17.0	18.3	18.5	16.7
July-Sept.....	17.1	16.6	16.1	16.6	10.0	14.3	17.9	18.8	16.8
Oct.-Dec.....	17.7	17.4	16.7	20.1	17.9	16.4	18.7	18.3	16.4
Jan.-Mar.....		17.8	16.2		20.9	20.4		18.5	16.6
Quart size									
Apr.-June.....	19.8	19.3	19.1	20.9	19.9	20.3	20.3	20.0	19.1
July-Sept.....	19.8	19.6	19.6	21.8	20.8	21.1	20.3	20.3	19.4
Oct.-Dec.....	20.4	20.0	19.4	22.9	21.3	20.8	20.5	20.6	19.4
Jan.-Mar.....		20.1	19.2		21.4	20.8		20.4	19.1
Gallon size									
South			Mountain-Southwest			Pacific			
Apr.-June.....	10.0	11.9	9.8	13.2	10.6	11.5	1/	1/	1/
July-Sept.....	11.3	11.2	9.0	12.8	12.9	10.0	1/	1/	1/
Oct.-Dec.....	11.3	11.2	10.9	13.2	11.3	9.7	1/	1/	1/
Jan.-Mar.....		13.6	10.9		11.5	10.6		1/	1/
Half-gallon size									
Apr.-June.....	17.8	16.8	15.4	18.5	18.7	18.6	12.3	11.0	11.8
July-Sept.....	17.8	16.9	15.7	18.8	18.0	19.5	12.7	11.6	12.3
Oct.-Dec.....	18.0	17.6	15.7	20.2	18.6	20.5	12.4	12.5	12.6
Jan.-Mar.....		18.4	15.3		18.8	20.2		12.5	11.4
Quart size									
Apr.-June.....	20.8	19.9	19.4	20.8	20.6	19.7	16.2	16.0	17.0
July-Sept.....	20.3	20.5	19.4	20.3	20.7	20.3	16.4	15.9	17.8
Oct.-Dec.....	20.6	20.8	19.4	21.6	21.4	21.1	16.7	16.3	16.7
Jan.-Mar.....		20.9	19.3		20.9	20.9		16.3	16.3

1/ Too few purchases for analysis.

Table 16.--Fluid skim milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	1/	0.3	1/	0.4	0.8	0.2	1.2	1.8	2.6
July-Sept.....	1/	.1	0.2	.1	.4	.3	1.2	2.0	2.7
Oct.-Dec.....	---	1/	.6	.1	.4	.2	.6	1.1	1.6
Jan.-Mar.....		1/	.2		.5	.2		1.3	1.1
Total		0.4	1.0		2.1	0.9		6.2	8.0
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	8.1	5.3	2.5	11.8	10.4	3.5	11.1	12.0	3.8
July-Sept.....	8.7	6.1	2.3	12.7	10.6	3.0	10.4	10.5	5.3
Oct.-Dec.....	9.4	6.2	2.3	11.6	11.1	2.7	10.6	9.2	5.6
Jan.-Mar.....		6.6	4.0		12.6	4.2		11.3	7.9
Total		24.2	11.1		44.7	13.4		43.0	22.6
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	11.1	11.7	10.8	25.4	20.8	15.5	38.5	40.2	48.9
July-Sept.....	12.3	12.0	11.4	25.7	21.1	17.5	40.6	36.4	50.8
Oct.-Dec.....	10.9	11.9	12.1	22.0	20.1	14.7	41.0	36.7	48.4
Jan.-Mar.....		11.1	12.1		24.1	15.5		39.3	50.6
Total		46.7	46.4		86.1	63.2		152.6	198.7
	Gallon size								
	House-to-house			All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	2.6	2.5	1.7	3.2	2.7	2.6			
July-Sept.....	3.1	2.5	2.0	4.0	1.4	3.5			
Oct.-Dec.....	2.8	2.7	1.1	3.0	1.9	2.4			
Jan.-Mar.....		2.7	1.0		2.0	3.8			
Total		10.4	5.8		8.0	12.3			
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	11.4	9.9	3.2	3.1	3.3	1.2			
July-Sept.....	11.1	11.5	4.0	2.8	2.7	1.8			
Oct.-Dec.....	13.6	14.1	2.6	2.7	3.5	1.8			
Jan.-Mar.....		13.5	3.3		3.3	2.3			
Total		49.0	13.1		12.8	7.1			
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	89.2	88.7	76.3	8.7	7.8	5.7			
July-Sept.....	85.3	85.7	77.8	7.2	6.3	7.9			
Oct.-Dec.....	85.2	85.2	74.8	6.4	7.6	8.4			
Jan.-Mar.....		90.1	73.1		7.6	9.8			
Total		349.7	302.0		29.3	31.8			

1/ Less than .1

Table 17.--Fluid skim milk: Prices paid by householders, by retail outlets, by size of container, 13-week period (per quart equivalent)

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	1/	1/	1/	1/	1/	1/	8.9	7.3	11.0
July-Sept.....	1/	1/	1/	1/	1/	1/	10.2	8.1	9.1
Oct.-Dec.....	1/	1/	1/	1/	1/	1/	16.4	7.8	9.6
Jan.-Mar.....		1/	1/		1/	1/		8.5	9.7
	Half-gallon size								
Apr.-June.....	17.1	14.9	15.4	16.3	14.7	14.5	18.6	18.5	16.9
July-Sept.....	16.2	15.0	15.0	16.2	16.3	13.7	19.0	18.4	17.7
Oct.-Dec.....	16.4	16.9	15.2	17.0	17.2	15.3	19.4	19.6	17.7
Jan.-Mar.....		17.4	13.1		17.1	15.1		19.9	17.7
	Quart size								
Apr.-June.....	19.4	18.9	18.6	18.4	18.4	18.1	20.0	19.3	19.1
July-Sept.....	19.6	19.6	19.3	18.2	18.6	18.1	20.2	19.6	20.3
Oct.-Dec.....	20.6	19.9	19.4	19.2	19.2	18.9	20.8	19.9	19.6
Jan.-Mar.....		19.8	19.2		19.1	18.5		20.1	19.4
	Gallon size								
	House-to-house			All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	12.6	14.7	11.9	8.6	9.9	10.0			
July-Sept.....	11.6	14.4	11.2	9.6	9.1	8.0			
Oct.-Dec.....	13.5	16.6	12.3	10.4	9.5	10.5			
Jan.-Mar.....		15.7	11.9		10.0	12.0			
	Half-gallon size								
Apr.-June.....	17.8	17.2	16.6	15.1	15.3	13.3			
July-Sept.....	17.8	16.6	17.0	14.4	13.5	14.5			
Oct.-Dec.....	18.8	17.5	19.3	13.2	12.9	13.6			
Jan.-Mar.....		17.7	19.3		14.8	14.2			
	Quart size								
Apr.-June.....	20.4	19.8	19.4	17.2	15.9	17.5			
July-Sept.....	20.4	20.2	19.8	17.2	16.2	17.4			
Oct.-Dec.....	20.9	20.5	19.6	16.3	16.9	17.4			
Jan.-Mar.....		20.5	19.4		17.6	17.0			

1/ Too few purchases for analyses.

Table 18.--Nonfat dry milk: Household purchases, average price per pound, and percentage of all families buying, U. S. and by regions, 13-week periods

Quarter	Total quantity purchased								
	United States			Northeast			North Central		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June.....	41,911	42,120	34,160	10,528	10,630	8,300	9,224	8,260	6,100
July-Sept.....	41,362	39,120	31,400	10,390	10,530	7,990	8,890	8,330	5,260
Oct.-Dec.....	44,867	40,310	34,300	11,193	9,120	8,940	10,082	8,070	5,860
Jan.-Mar.....		42,760	42,710		9,560	10,460		9,220	8,600
Total		164,310	142,570		39,840	35,690		33,880	25,820
	Average price per pound for all purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	40.4	39.7	37.7	41.6	39.0	35.9	41.6	41.1	38.2
July-Sept.....	41.3	39.3	36.2	42.2	38.4	35.0	41.7	41.5	35.7
Oct.-Dec.....	41.2	39.3	38.9	41.3	38.6	37.7	42.5	41.6	40.0
Jan.-Mar.....		39.5	40.3		38.9	38.4		40.9	42.6
	Average price per actual 1-pound unit purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	37.5	35.5	36.0	37.0	34.2	34.4	38.6	35.9	35.5
July-Sept.....	38.1	35.2	34.2	37.3	34.4	32.8	39.2	36.5	33.3
Oct.-Dec.....	38.2	36.0	35.5	35.9	35.0	34.3	39.8	37.1	35.7
Jan.-Mar.....		36.2	35.9		34.7	33.9		36.5	36.3
	Percentage of all families buying								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June.....	19.8	21.9	17.8	19.7	22.8	17.0	16.8	16.3	13.3
July-Sept.....	19.3	19.8	15.9	20.7	20.8	16.2	14.5	15.6	10.8
Oct.-Dec.....	20.1	21.6	19.5	19.9	20.9	18.4	16.2	17.6	15.5
Jan.-Mar.....		22.6	24.1		21.1	23.3		19.4	20.2

-Continued

Table 18.--Nonfat dry Milk: Household purchases, average price per pound, and percentage of all families buying, U. S. and by regions, 13-week periods (Continued)

Quarter	Total quantity purchased								
	South			Mountain-Southwest			Pacific		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June.....	12,053	12,590	10,190	4,545	4,600	5,230	5,561	6,040	4,330
July-Sept.....	11,794	11,370	9,330	4,912	3,810	4,540	5,376	5,080	4,280
Oct.-Dec.....	13,287	12,630	9,670	4,463	4,760	4,890	5,842	5,730	4,940
Jan.-Mar.....		12,670	13,010		5,540	5,000		5,770	5,640
Total		49,260	42,200		18,710	19,660		22,620	19,190
	Average price per pound for all purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	39.7	40.0	38.7	38.5	38.9	38.4	39.0	38.9	36.9
July-Sept.....	41.1	39.5	37.0	39.7	38.4	37.2	40.7	37.7	36.3
Oct.-Dec.....	40.4	39.5	39.3	41.3	38.3	39.3	40.3	37.5	38.4
Jan.-Mar.....		39.9	40.4		38.5	40.1		38.0	40.5
	Average price per actual 1-pound unit purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	37.4	36.2	36.6	36.5	35.8	37.3	34.9	35.9	37.4
July-Sept.....	37.9	35.3	35.0	37.2	35.1	35.8	38.6	34.2	35.5
Oct.-Dec.....	38.0	36.1	35.5	40.6	36.2	36.3	38.8	35.0	37.8
Jan.-Mar.....		36.7	36.7		35.5	36.9		37.1	37.4
	Percentage of all families buying								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June.....	23.3	27.5	22.9	19.7	19.8	20.0	21.5	26.5	20.3
July-Sept.....	23.0	23.7	20.1	19.8	18.3	17.3	21.3	22.9	19.5
Oct.-Dec.....	25.2	27.4	23.7	20.3	23.0	22.5	20.8	22.1	22.2
Jan.-Mar.....		28.2	29.4		22.8	22.9		24.7	27.5

Table 19.--Nonfat dry milk: Purchases per 1,000 capita, average size of purchase, and purchases per buying family, U. S. and by regions, 13-week periods

Quarter	Purchases per 1,000 population								
	United States			Northeast			North Central		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	253.6	260.7	216.3	234.6	241.3	194.2	195.8	178.5	135.5
July-Sept.....	249.3	244.2	197.3	229.7	242.1	183.7	188.7	182.4	116.3
Oct.-Dec.....	269.6	250.0	214.0	243.8	206.2	204.3	215.4	175.3	127.7
Jan.-Mar.....		265.1	266.3		217.4	240.5		200.7	188.5
	Average size of purchase per buying family								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June.....	23.9	20.0	21.4	21.6	18.9	21.8	22.5	17.9	19.2
July-Sept.....	23.9	20.5	22.8	21.1	21.0	22.4	23.9	18.9	20.9
Oct.-Dec.....	24.2	21.5	20.4	22.1	19.4	21.0	24.1	18.3	16.7
Jan.-Mar.....		21.4	18.8		19.4	18.6		20.0	16.1
	Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June.....	2.86	3.17	3.16	2.86	2.94	2.93	2.68	3.13	2.65
July-Sept.....	2.87	3.17	3.03	2.72	2.86	2.85	2.79	3.14	2.52
Oct.-Dec.....	2.94	2.86	2.86	2.88	2.66	2.73	2.85	2.76	2.55
Jan.-Mar.....		2.91	3.12		2.73	2.90		2.63	2.97
	Purchases per 1,000 population								
	South			Mountain-Southwest			Pacific		
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	306.9	323.9	268.7	266.3	280.4	320.8	328.5	378.9	272.2
July-Sept.....	301.0	293.3	246.4	282.4	231.4	270.2	315.8	321.2	271.6
Oct.-Dec.....	335.5	325.9	253.9	261.5	291.2	292.3	343.1	361.3	312.7
Jan.-Mar.....		328.7	333.5		327.0	305.7		362.0	354.8
	Average size of purchase per buying family								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June.....	23.2	19.9	19.9	26.7	22.4	23.6	28.0	22.0	24.6
July-Sept.....	22.2	19.4	22.1	28.0	22.2	25.6	27.8	23.2	24.0
Oct.-Dec.....	23.1	21.2	19.8	24.9	24.6	22.7	29.4	25.6	21.8
Jan.-Mar.....		19.9	19.1		24.5	20.8		25.9	19.7
	Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June.....	3.49	3.65	3.70	2.60	3.29	3.60	2.52	3.01	2.64
July-Sept.....	3.59	3.91	3.61	2.64	2.93	3.33	2.49	2.77	2.56
Oct.-Dec.....	3.49	3.44	3.31	2.66	2.64	2.99	2.59	2.96	2.99
Jan.-Mar.....		3.64	3.65		3.02	3.30		2.62	3.07

Table 20.--Nonfat dry milk: Household purchases, average price per pound, and average size of purchase, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased											
	National chains			Regional and local chains			Independent grocers			All other outlets		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June.....	13,746	14,230	11,600	14,597	12,060	10,240	12,639	14,260	11,110	929	1,570	1,220
July-Sept.....	13,824	12,730	11,280	14,179	12,580	8,730	12,539	12,790	10,170	820	1,020	1,220
Oct.-Dec.....	15,286	11,640	11,940	15,742	14,760	10,700	12,949	13,060	10,500	890	850	1,160
Jan.-Mar.....		11,770	14,800		15,000	11,830		14,890	14,560		1,100	1,520
Total		50,370	49,620		54,400	41,500		55,000	46,340		4,540	5,120
	Average size of purchase											
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June.....	25.9	22.9	24.8	23.4	19.7	20.4	22.7	18.0	19.5	21.8	22.7	25.4
July-Sept.....	24.9	22.5	25.9	23.9	21.6	21.6	22.8	18.4	21.4	24.7	21.7	23.4
Oct.-Dec.....	25.3	22.4	24.5	23.9	21.6	19.3	23.5	20.9	18.2	24.1	20.5	22.1
Jan.-Mar.....		21.7	22.0		22.1	17.8		20.7	17.1		20.5	21.6
	Average price per pound for all purchases											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	38.7	36.2	34.2	40.8	40.0	38.4	41.8	42.9	40.3	38.2	40.3	40.0
July-Sept.....	39.0	35.9	33.2	41.6	39.3	36.4	43.6	42.4	38.9	39.6	40.6	39.4
Oct.-Dec.....	39.0	36.8	35.5	41.5	39.1	39.4	43.2	41.6	42.3	41.9	40.3	37.8
Jan.-Mar.....		36.9	36.5		39.1	40.4		41.8	44.0		39.9	41.7
	Average price per actual 1-pound unit purchases											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	34.9	32.9	32.7	39.3	36.9	36.8	39.4	38.2	39.3	38.3	38.6	39.9
July-Sept.....	34.9	32.8	31.9	39.8	37.0	34.9	41.7	37.5	36.6	38.1	39.3	39.9
Oct.-Dec.....	34.6	33.7	32.9	40.3	37.0	36.7	41.8	38.0	38.1	40.5	38.5	39.0
Jan.-Mar.....		33.9	33.4		36.7	36.4		38.7	39.0		37.5	40.1

Table 21.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Quarter	Total quantity purchased											
	United States				Northeast				North Central			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	210.3	204.4	202.1	185.4	76.9	76.2	75.8	71.4	87.5	84.2	84.7	75.6
July-Sept.....	204.2	205.0	194.8	187.4	76.8	74.2	72.1	71.1	83.2	85.7	82.1	77.5
Oct.-Dec.....	223.6	224.5	223.2	214.0	84.6	82.4	83.3	79.6	91.5	91.3	92.5	90.1
Jan.-Mar.....		220.4	218.7	209.3		82.9	83.7	78.8		89.7	89.4	87.5
Total		854.3	838.8	796.1		315.7	314.9	300.9		350.9	348.7	330.7
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	70.0	68.2	66.8	66.1	71.5	69.7	68.2	67.7	68.2	66.5	65.0	64.1
July-Sept.....	70.3	68.7	66.9	66.1	71.8	70.3	68.6	67.7	68.4	67.2	65.1	64.1
Oct.-Dec.....	71.5	70.7	67.8	68.4	72.8	72.6	69.2	70.1	69.1	68.9	66.0	66.5
Jan.-Mar.....		70.6	67.8	67.8		72.1	69.1	69.1		68.9	66.1	65.9
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.12	1.10	1.09	1.09	1.03	1.02	1.00	1.00	1.28	1.27	1.28	1.25
July-Sept.....	1.10	1.10	1.09	1.09	1.01	1.01	1.00	1.00	1.26	1.26	1.26	1.25
Oct.-Dec.....	1.11	1.11	1.11	1.10	1.02	1.02	1.02	1.00	1.30	1.28	1.29	1.28
Jan.-Mar.....		1.11	1.10	1.09		1.03	1.02	1.00		1.27	1.26	1.27
	Purchases per 1,000 capita											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,272	1,260	1,251	1,174	1,714	1,729	1,720	1,669	1,858	1,824	1,829	1,679
July-Sept.....	1,231	1,269	1,216	1,178	1,697	1,681	1,659	1,635	1,767	1,864	1,796	1,715
Oct.-Dec.....	1,344	1,377	1,385	1,335	1,843	1,843	1,832	1,819	1,955	1,969	2,010	1,961
Jan.-Mar.....		1,342	1,356	1,305		1,843	1,903	1,810		1,912	1,946	1,918

Table 21.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods (Continued)

Quarter	Total quantity purchased											
	South				Mountain-Southwest				Pacific			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	14.2	14.0	13.1	12.6	9.3	8.4	8.8	7.5	22.4	21.6	19.7	18.3
July-Sept.....	14.0	13.7	12.6	12.5	9.5	8.5	8.4	7.5	20.8	22.9	19.6	18.8
Oct.-Dec.....	16.9	15.8	15.7	14.8	9.7	9.8	9.3	9.0	20.9	25.1	22.4	20.5
Jan.-Mar.....		14.7	14.6	14.2		9.7	9.0	9.0		23.5	22.0	19.8
Total		58.2	56.0	54.1		36.4	35.5	33.0		93.1	83.7	77.4
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	72.1	70.2	69.2	69.1	74.8	72.6	69.8	69.1	68.0	66.5	66.0	65.1
July-Sept.....	71.9	70.6	68.7	69.2	74.1	72.9	70.3	69.2	69.3	66.5	65.8	64.7
Oct.-Dec.....	72.8	72.1	70.1	70.9	76.1	74.9	71.8	71.3	74.1	68.0	66.2	66.9
Jan.-Mar.....		72.8	69.9	69.8		75.6	71.9	72.0		68.7	66.3	67.3
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	0.90	0.89	0.87	0.84	1.04	1.04	1.02	1.07	1.07	1.04	1.02	1.05
July-Sept.....	.91	.87	.87	.85	1.06	1.06	1.03	1.05	1.04	1.05	1.04	1.04
Oct.-Dec.....	.95	.92	.91	.87	1.06	1.03	1.04	1.04	.99	1.09	1.05	1.02
Jan.-Mar.....		.90	.90	.87		1.01	1.03	1.02		1.07	1.04	1.03
	Purchases per 1,000 capita											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	362	358	338	333	543	499	538	461	1,322	1,347	1,235	1,150
July-Sept.....	356	354	325	332	544	526	507	445	1,221	1,373	1,242	1,189
Oct.-Dec.....	426	409	407	389	570	592	571	538	1,228	1,509	1,411	1,299
Jan.-Mar.....		378	379	365		575	533	549		1,396	1,380	1,243

Table 22.--Butter: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased											
	National chains				Regional and local chains				Independent grocers			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	44.4	41.2	41.0	37.1	66.7	62.2	58.1	52.2	66.5	68.4	70.7	67.6
July-Sept.....	41.6	40.4	40.3	36.5	64.4	63.5	55.0	53.9	66.5	68.9	69.4	66.8
Oct.-Dec.....	45.5	44.6	44.7	41.2	71.1	71.8	66.9	61.1	73.6	73.2	77.8	76.5
Jan.-Mar.....		44.8	44.4	41.9		70.9	65.3	59.9		71.9	75.2	74.4
Total		171.0	170.4	156.7		268.4	245.3	227.1		282.4	293.1	285.3
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	68.8	67.5	65.6	65.0	69.6	67.9	66.2	65.4	71.5	69.3	68.1	67.3
July-Sept.....	69.7	68.0	66.1	65.1	69.8	68.4	66.5	65.4	71.6	69.8	68.2	67.1
Oct.-Dec.....	71.0	70.2	66.8	68.0	71.3	70.6	67.3	68.1	72.8	71.8	69.0	69.3
Jan.-Mar.....		69.8	66.9	66.8		70.4	67.2	67.3		71.9	69.1	68.9
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.05	1.03	1.01	1.02	1.05	1.02	1.02	1.04	1.07	1.05	1.06	1.06
July-Sept.....	1.01	1.02	1.01	1.01	1.03	1.02	1.00	1.03	1.05	1.06	1.05	1.05
Oct.-Dec.....	1.03	1.05	1.03	.99	1.04	1.04	1.04	1.05	1.09	1.08	1.07	1.06
Jan.-Mar.....		1.04	1.03	1.00		1.03	1.03	1.03		1.08	1.06	1.07

Table 22.--Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods (Continued)

Quarter	Total quantity purchased							
	House-to-house				Other outlets			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	12.0	9.5	9.7	9.8	20.7	23.1	22.6	18.9
July-Sept.....	12.6	10.0	7.8	10.5	19.1	22.2	22.3	19.7
Oct.-Dec.....	7.5	11.5	9.5	12.5	25.8	23.4	24.3	22.7
Jan.-Mar.....		13.1	9.5	12.4		19.8	24.3	20.7
Total		44.1	36.5	45.2		88.5	93.5	82.0
	Average price paid per pound							
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	74.0	72.3	71.1	70.7	66.4	65.4	64.3	63.7
July-Sept.....	73.5	72.3	69.9	70.4	66.5	65.6	64.3	63.7
Oct.-Dec.....	74.0	73.8	71.6	71.9	68.9	66.5	65.1	64.9
Jan.-Mar.....		74.0	71.8	71.8		66.6	65.0	64.9
	Average size of purchase							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.17	1.11	1.11	1.07	1.81	1.72	1.68	1.59
July-Sept.....	1.19	1.14	1.12	1.09	1.83	1.74	1.64	1.62
Oct.-Dec.....	1.25	1.13	1.13	1.12	1.62	1.79	1.69	1.66
Jan.-Mar.....		1.14	1.11	1.13		1.83	1.69	1.66

Table 23.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Quarter	Total quantity purchased								
	United States			Northeast			North Central		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	313.8	303.4	274.4	80.7	82.4	76.2	83.9	76.9	73.4
July-Sept.....	309.1	285.1	268.4	80.3	75.1	75.3	82.7	72.6	71.3
Oct.-Dec.....	350.4	326.0	331.1	93.4	87.1	91.4	91.0	85.8	88.3
Jan.-Mar.....		317.9	332.4		85.1	89.7		81.0	87.0
Total.....		1,232.4	1,206.3		329.7	332.6		316.3	320.0
Quarter	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	26.5	24.9	26.4	28.0	26.1	27.4	27.5	25.7	27.2
July-Sept.....	26.1	25.0	26.9	27.5	26.4	28.1	27.2	25.4	27.9
Oct.-Dec.....	26.1	24.7	25.8	27.3	26.2	26.8	27.1	25.2	26.7
Jan.-Mar.....		24.4	25.7		25.8	27.2		25.4	26.5
Quarter	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.54	1.54	1.45	1.55	1.53	1.43	1.59	1.55	1.43
July-Sept.....	1.55	1.51	1.44	1.56	1.53	1.43	1.59	1.54	1.43
Oct.-Dec.....	1.57	1.56	1.49	1.59	1.58	1.50	1.59	1.59	1.47
Jan.-Mar.....		1.57	1.50		1.59	1.48		1.59	1.49
Quarter	Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,899	1,878	1,737	1,799	1,871	1,783	1,780	1,660	1,629
July-Sept.....	1,863	1,779	1,687	1,775	1,727	1,732	1,756	1,588	1,576
Oct.-Dec.....	2,106	2,022	2,066	2,035	1,969	2,089	1,944	1,864	1,923
Jan.-Mar.....		1,970	2,072		1,935	2,061		1,763	1,907

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Table 23.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods (Continued)

Quarter	Total quantity purchased								
	South			Mountain-Southwest			Pacific		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	71.3	64.7	53.8	38.2	37.0	32.8	39.8	42.4	38.2
July-Sept.....	70.3	64.5	53.9	37.5	35.0	31.3	33.2	37.9	36.6
Oct.-Dec.....	79.4	72.1	67.6	42.0	39.5	40.3	44.7	41.5	43.5
Jan.-Mar.....		72.3	69.3		40.0	42.3		39.5	44.1
Total.....		273.6	244.6		151.5	146.7		161.3	162.4
Quarter	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	25.5	24.7	26.1	25.2	23.3	25.7	24.6	22.5	24.1
July-Sept.....	24.9	24.7	26.5	24.8	24.0	25.8	24.4	22.6	24.0
Oct.-Dec.....	25.4	24.3	25.6	25.0	23.5	24.7	24.1	22.3	23.3
Jan.-Mar.....		23.9	25.4		23.4	24.2		21.3	22.8
Quarter	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.38	1.36	1.31	1.49	1.47	1.42	1.80	1.84	1.68
July-Sept.....	1.40	1.35	1.29	1.43	1.43	1.39	1.84	1.81	1.70
Oct.-Dec.....	1.43	1.39	1.34	1.47	1.50	1.43	1.87	1.84	1.77
Jan.-Mar.....		1.39	1.33		1.51	1.46		1.88	1.80
Quarter	Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,815	1,664	1,418	2,237	2,255	2,011	2,352	2,664	2,398
July-Sept.....	1,795	1,664	1,425	2,157	2,129	1,864	2,243	2,396	2,318
Oct.-Dec.....	2,004	1,859	1,775	2,463	2,418	2,409	2,623	2,620	2,755
Jan.-Mar.....		1,875	1,776		2,361	2,590		2,479	2,770

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Table 24.--Margarine: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased											
	National chains			Regional and local chains			Independent grocers			All other outlets		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	78.9	84.9	77.3	115.4	95.5	82.2	110.7	113.9	106.7	1/ 8.8	2/9.1	3/ 8.2
July-Sept.....	78.3	77.7	74.8	112.3	91.6	81.5	110.2	107.5	104.4	1/ 8.3	2/8.3	3/ 7.7
Oct.-Dec.....	90.2	88.8	92.8	129.2	107.0	103.9	119.9	121.3	125.9	1/11.1	2/8.9	3/ 8.5
Jan.-Mar.....		83.5	91.7		106.8	104.1		118.2	126.6		2/9.4	3/10.0
Total.....		334.9	336.6		400.9	371.7		460.9	463.6		4/35.7	5/34.4
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	25.1	23.1	24.8	26.0	23.9	25.5	27.9	26.7	28.1	28.9	27.9	29.3
July-Sept.....	24.7	23.3	25.1	25.4	24.0	26.0	27.7	26.8	28.6	28.9	27.9	28.8
Oct.-Dec.....	24.6	23.0	23.8	25.5	23.8	24.9	27.7	26.4	27.9	28.2	27.7	28.7
Jan.-Mar.....		22.9	23.9		23.6	24.7		26.0	27.6		27.4	28.8
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.62	1.66	1.54	1.56	1.56	1.45	1.49	1.45	1.39	1.48	1.48	1.41
July-Sept.....	1.61	1.60	1.54	1.58	1.54	1.45	1.50	1.44	1.37	1.45	1.42	1.35
Oct.-Dec.....	1.67	1.68	1.60	1.58	1.58	1.51	1.51	1.48	1.41	1.51	1.43	1.39
Jan.-Mar.....		1.67	1.60		1.59	1.52		1.50	1.42		1.46	1.46

1/ Includes house-to-house purchases of 2.1 million pounds in April-June, 1.6 in July-September, 2.5 in Oct.-Dec.

2/ Includes house-to-house purchases of 1.5 million pounds in April-June, 1.0 in July-September, 1.4 in October-December, and 1.7 million pounds in January-March.

3/ Includes house-to-house purchases of 1.7 million pounds in April-June, 1.4 in July-September, 2.0 in October-December, and 2.2 million pounds in January-March.

4/ Includes house-to-house purchases of 5.6 million pounds.

5/ Includes house-to-house purchases of 7.3 million pounds.